News of Horses and Horsemen

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GOUNTRY GLUB TO

BULLO NEW HOUSE

First Race—Five furiones, for three-year-olds and upwards. Purse \$200; \$15 to the first; \$25 to second; \$35 to the four-year-olds and upwards. Purse \$200; \$15 to the first; \$35 to second; \$35 to th

on the house and it is expected that it will be ready for occupancy in the late fall.

The clubhouse will be one of the handsomest in the South. It will be very large and commodious, and will contain all the appointments of an upto-date and modera country club, including ioding-rooms for members and other attractive features.

The board is not confining its attention entirely to the house, but is now having the golf links gotten in shape. They are being seeded and will be ready for play by the time the clubhouse is ready.

The club will be furnished with water from two wells, which have already been dug. Plans for an extensive system of water works have been gotten up and are now being considered. Ten or more tennis courts also are being planned, and they will be ready for play when the club is gopened.

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mess and saddle horses, green hunters, third, ribbon.

Readsters.

In deal second are playing fine ball; Kenner at third has made several bad errors, but in the last two games seemed to be getting back to his standard of last season. Hicks, Billups and Gard of last season. Hicks, Billups and Fuqua in the field play fast, snappy ball, and can hit. Hurt, the short-stop, is about the quickest man son the team, and is dependable, rarely missing a chance. This is probably the mak-up of the team for the season, though there are a number of capable substitutes for each position that can be used when occasion requires.

V. P. I. plays four games on the home grounds next week; Eastern College on the 31st, William and Mary on the 22d, Bridgewater on the 23d and V. M. I. on the 24th.

First Race—Five furlongs, for three-year-olds and upwards. Purses \$100; \$1100 to the per cent, First prize, \$35; second, \$15; third, \$5.

The championship hunters class will be open for all horses that take a first prize in the hunting and jumping class.

Following is the complete program of the remainder of the meet and shows.

First Race—Five furlongs, for three-year-old, 315; third, \$5.

Middle and Heavyweight Hunters.

"SOUND TALKS A POLICY FOR TO-DAY THAT FITS

THE FUTURE.

THE FORD POLICY of quantity production at reasonable prices has always been an insoluable enigma to competitors and to many good friends. From the first, Ford prices have been-by comparison with the fancy figures other makers asked and received for cars of the same, or inferior, quality-so low as to almost arouse suspicion as to the quality of Ford cars.

SHORT-SIGHTED PEOPLE reason thus: "Why should a concern, organized to make motor cars at a profit, sell a car for less than the buyer can be induced to pay? Why produce in such enormous quantities, with the risk of glutting the market and thereby force down its own prices as well as those of its competitors? What is Ford in business forhis health?"

SOUNDS LOGICAL AND IS-if you consider today's conditions only. If this motor car business is really only a fad; if it's a case of get rich quick and then get away quick; if the industry and the need has reached its zenith, and the progress of the future is to turn and run up-stream, then Ford policy loses. But we don't believe it. We believe we have only begun. We are only fallow plowing. The future magnitude of this industry surpasses the imaginings of the most sanguine.

THEN WHAT OF THE MORROW? Will not the customer remember the past of the maker? Will not he recall which one it was that gave "a dollar's worth of automobile for a dollar" before pressure of competition forced him to do so? Will it not be remembered that Ford placed the four-cylinder runabout in the reach of thousands instead of hundreds by cutting the price from \$2,000 to \$600 (even tried to make it for \$500, but got too much quality in it, and had to raise the price or reduce the quality); and that it was Ford who has now given to the world the four-cylinder, five-passenger Model "T" Touring Car for \$850, when other makers are charging twice as much for cars 'h have less real automobile value than the Mode '

WE ARE MAKING 60 CARS A DAY NO Selling them faster than we can get them out. it we're increasing our facilities daily. Two years from now we'll be making 150 cars per day. Where will we find customers for them all? That's the problem the present Ford policy is designed to

IT'S PLAIN WE NEED the confidence of all Ford owners and of all prospective buyers. We need to stand higher than any other maker in your estima-

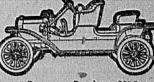
WE HAVE WON that confidence by knowing our business-knowing how to simplify design, how to make the best steel known to metallurgy-Vanadium Chrome Steel-how to manufacture in quantities; how to reduce motor car making to the finest science, eliminating the guess and thereby giving our patrons quality cars in quantities; then by knowing the short cut from maker to userselling them to you with less "overhead expense." less "middleman's rake-off," than any other car in the world; and, finally, by the way we stand back of the Ford product afterwards.

WE ARE GOING TO RETAIN THAT CONFI-DENCE-it's the foundation of the Ford future.

WE ARE GOING TO BUILD MORE MOTOR cars than any other concern in the world-leading them all now, let them catch up if they can. And our plans are laid for 25 years ahead-not five.

YOU ARE GOING TO BUY THEM; if not this year, then next, or five years hence. Ford policy has never yet failed. It meets present conditions for while some misunderstand, enough others know, and so we are always behind our orders. Ford policy fits the future. That's where the get-richquick plan fails. Think it over. And while you're thinking about it get a demonstration from your nearest Ford paler.

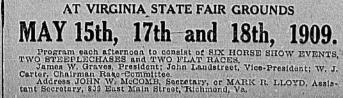




5-Passenger Touring Car, \$850. VIRGINIA AUTOMOBILE CO., 221-223 West Broad Street, Richmond. NORFOLK MOTOR CAR CO., 245 Main Street, Norfolk. SHACKELFORD AUTO CO., 234-236 Twenty-fifth Street, Newport News.

J. W. WAYNICK, SR., 105-107 Franklin Road, Roanoke. A. E. HARNSBERGER, Central Garage, Staunton. GRAY AUTOMOBILE CO., 416 Main Street, Danville.

H. H. HUNT, Farmville. N. B.-We want live and responsible dealers in territory where we are not represented. Address FORD AUTO COMPANY, Academy of Music Building, Baltimore, Md.



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ANNUAL SPRING MEETING

VIRGINIA RACING AND HORSE SHOW ASSOCIATION